

# Notice of Allowability

Application No.

09/484,861

Examiner

Akiba K Robinson-Boyce

Applicant(s)

WILKINS ET AL.

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to communications filed 5/17/04.
2. ☒ The allowed claim(s) is/are 1,3,5-7,10-22,26,28 and 33.
3. ☒ The drawings filed on 1/18/00 are accepted by the Examiner.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) ☐ All b) ☐ Some\* c) ☐ None of the:
    1. ☐ Certified copies of the priority documents have been received.
    2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

5. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
  6. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
    - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
      - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
    - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
7. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

## Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO-1449 or PTO/SB/08), Paper No./Mail Date \_\_\_\_\_
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application (PTO-152)
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date \_\_\_\_\_
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_\_

TARIQ R. HAFIZ  
SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 3600

### **EXAMINER'S AMENDMENT**

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Katharine Wang Schuster on 5/27/04.

The application has been amended as follows:

In claim 1, line 11, after "said spider", the term "is capable of" was deleted and the word "for" was added.

In claim 1, step h), line 4, after "said predictive mode", the term "is capable of" was deleted and the word "for" was added.

### ***Allowable Subject Matter***

2. Claims 1, 3, 5-7, 10-22, 26, 28, and 33 are allowed.
3. Since allowable subject matter has been indicated, applicant is encouraged to submit formal drawings in response to this Office Action. The early submission of formal drawings will permit the Office to review the drawings for acceptability and to resolve any informalities remaining therein before the application is passed to issue. This will avoid possible delays in the issue process.

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4. The following is an examiner's statement of reasons for allowance. None of the prior art of record either individually or in combination teach the following:

-automatically generating intender leads by locating and searching for one or more web page sources, downloading the web page sources into a specified directory where the web page sources are identified and normalized, and taking the normalized output and loading the high confidence purchase indicators in the normalized output into a database.

The present invention discloses a computer-implemented method of automatically generating intender leads. The allowable feature of automatically generating intender leads by locating and searching for one or more web page sources, downloading the web page sources into a specified directory where the web page sources are identified and normalized, and taking the normalized output and loading the high confidence purchase indicators in the normalized output into a database is not disclosed by any prior art reference. The closest prior art, Johnson et al (US 6,067,525) shows an integrated computerized sales force automation system that integrates computerized, intelligent automated salesperson support for multiple phases of the sales process. The next closest prior art, Lazarus et al, (US 6134532) discloses a system and method for selecting and presenting personally targeted entities. The next closest prior art, Verba et al (US 6,236,977)) discloses a computer implemented marketing system where software agents negotiate on behalf of buyer and seller identify potential deals. The next closest prior art, Goldhaver et al (US 5,855,008) discloses a method for distributing advertising over a computer network where

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consumers may be compensated for paying attention to an advertisement. The next closest prior art, Walker et al (US 3,639,686) discloses a market-testing television system capable of selecting specific sections of a general audience listening to a conventional channel. Newly cited prior art, Kirsch (US 5,963,915) discloses a system and method for performing a trans-Internet purchase transaction where an automated spider is used to complete the transaction. Newly cited art Hugh et al, discloses a retail trading system with display means and a data input arrangement by which the displayed image identifier is automatically input for the input arrangement. Newly cited art Rosewarne et al discloses a system for producing personalized data. Newly cited art William et al discloses a display system that contains a random selector for selecting items for a memory relating to a customer, recipient, price, and type of goods required. However, Johnson et al, Lazarus et al, Verba et al, Goldhaver et al, Walker et al, Kirsch, Hugh et al, Rosewarne et al or William et al all fail to disclose the feature of automatically generating intender leads by locating and searching for one or more web page sources, downloading the web page sources into a specified directory where the web page sources are identified and normalized, and taking the normalized output and loading the high confidence purchase indicators in the normalized output into a database. This distinct feature has been added to independent claim 1, and renders it and all claims that depend from it allowable.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably

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accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

***Conclusion***

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Akiba K Robinson-Boyce whose telephone number is 703-305-1340. The examiner can normally be reached on Monday-Friday 8:30am-5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq Hafiz can be reached on 703-305-9643. The fax phone numbers for the organization where this application or proceeding is assigned are 703-746-7238 [After final communications, labeled "Box AF"], 703-746-7239 [Official Communications], and 703-746-7150 [Informal/Draft Communications, labeled "PROPOSED" or "DRAFT"].

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-305-3900.



A. R. B.  
May 28, 2004



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